

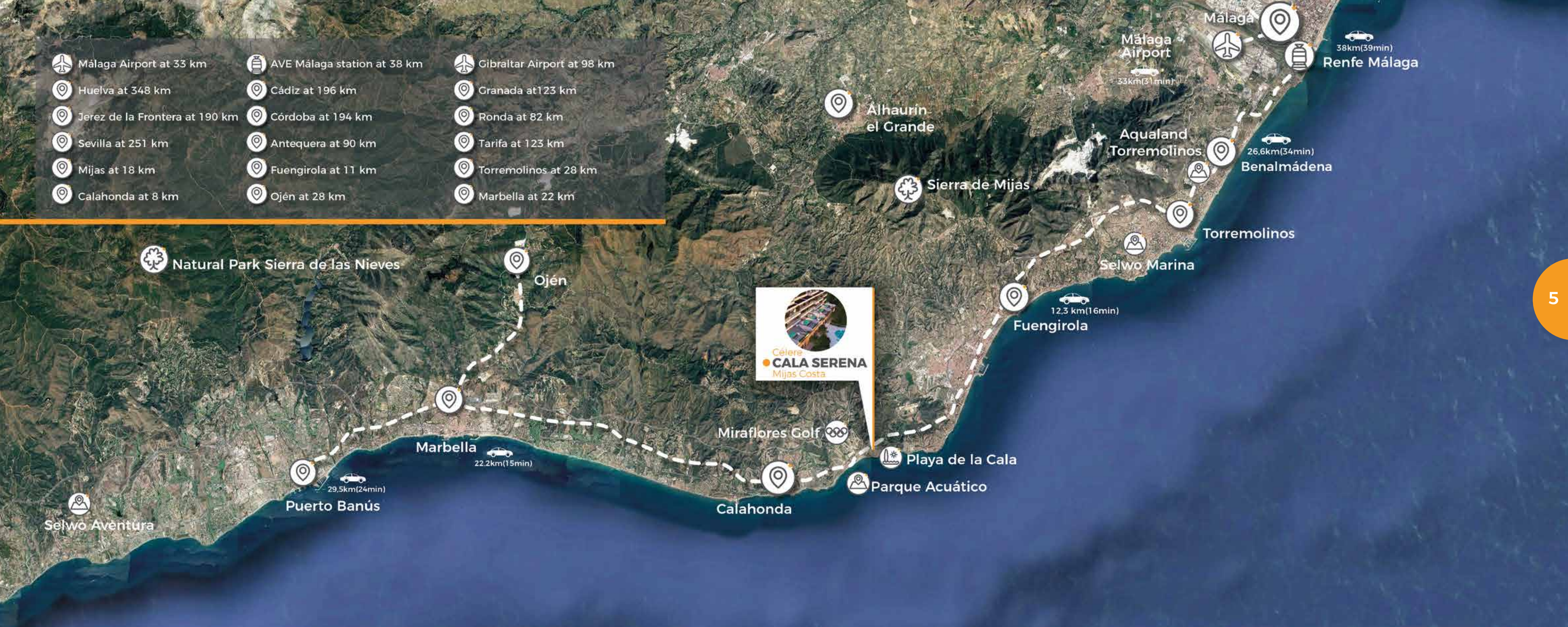
Homes that innovate your life



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|--------------------------------|-----------------------------|----------------------------|
| Málaga Airport at 33 km | AVE Málaga station at 38 km | Gibraltar Airport at 98 km |
| Huelva at 348 km | Cádiz at 196 km | Granada at 123 km |
| Jerez de la Frontera at 190 km | Córdoba at 194 km | Ronda at 82 km |
| Sevilla at 251 km | Antequera at 90 km | Tarifa at 123 km |
| Mijas at 18 km | Fuengirola at 11 km | Torremolinos at 28 km |
| Calahonda at 8 km | Ojén at 28 km | Marbella at 22 km |




Célere
CALA SERENA
Mijas Costa

LIVE MIJAS

Célere Cala Serena is situated in the municipality of Mijas, in the heart of the Western Costa del Sol, a locality that combines to perfection sun-and-sand tourism and a residential nature.

Its privileged geographical position between the sea and the mountains endows it with countless attractions. The climate is very mild in winter and the summer heat is moderate.

The waters of the coast of Mijas feature great biodiversity, with a large number of Atlantic and Mediterranean species.



A place with a cultural tradition

The Cala (Bay) of Mijas has a historical heritage reflected in its four towers: the Torre de Calahonda, the Torre Batería de la Cala del Moral, the 16th-century Torre de Calaburras and the 19th-century Torre Nueva de la Cala del Moral.

In the old town of Mijas you'll find many places to visit, such as the remains of the Arab Wall or the Chapel of the Virgin de La Peña. Other places of historical interest are the Flour Mill, the Historical-Ethnological Museum or the Contemporary Art Centre.





Outdoor activities in an idyllic environment

The Costa del Sol places at your disposal 11 internationally-famous marinas, including Puerto Banús in Marbella, Puerto Marina in Benalmádena and the Puerto Deportivo of Fuengirola.

At Célere Cala Serena you'll be able to practice the pre-eminent sport of the area: golf, on the courses of Calanova Golf Club or Santana Golf; and enjoy long walks along the beach, fish in its crystal-clear waters and live unforgettable moments in an idyllic setting.



Gastronomy

Extremely rich and varied, offering a contrast between the traditional image and an adaptation to the new times, without losing the essence of these lands.

The coastal location provides all kinds of delicious fresh fish and seafood which come into the harbours every day; and meals can be completed with the sweet wines of the Denomination of Origin Málaga and its Arab-style desserts.

In addition, you'll be able to enjoy restaurants of acknowledged prestige offering succulent dishes made with top-quality local products.

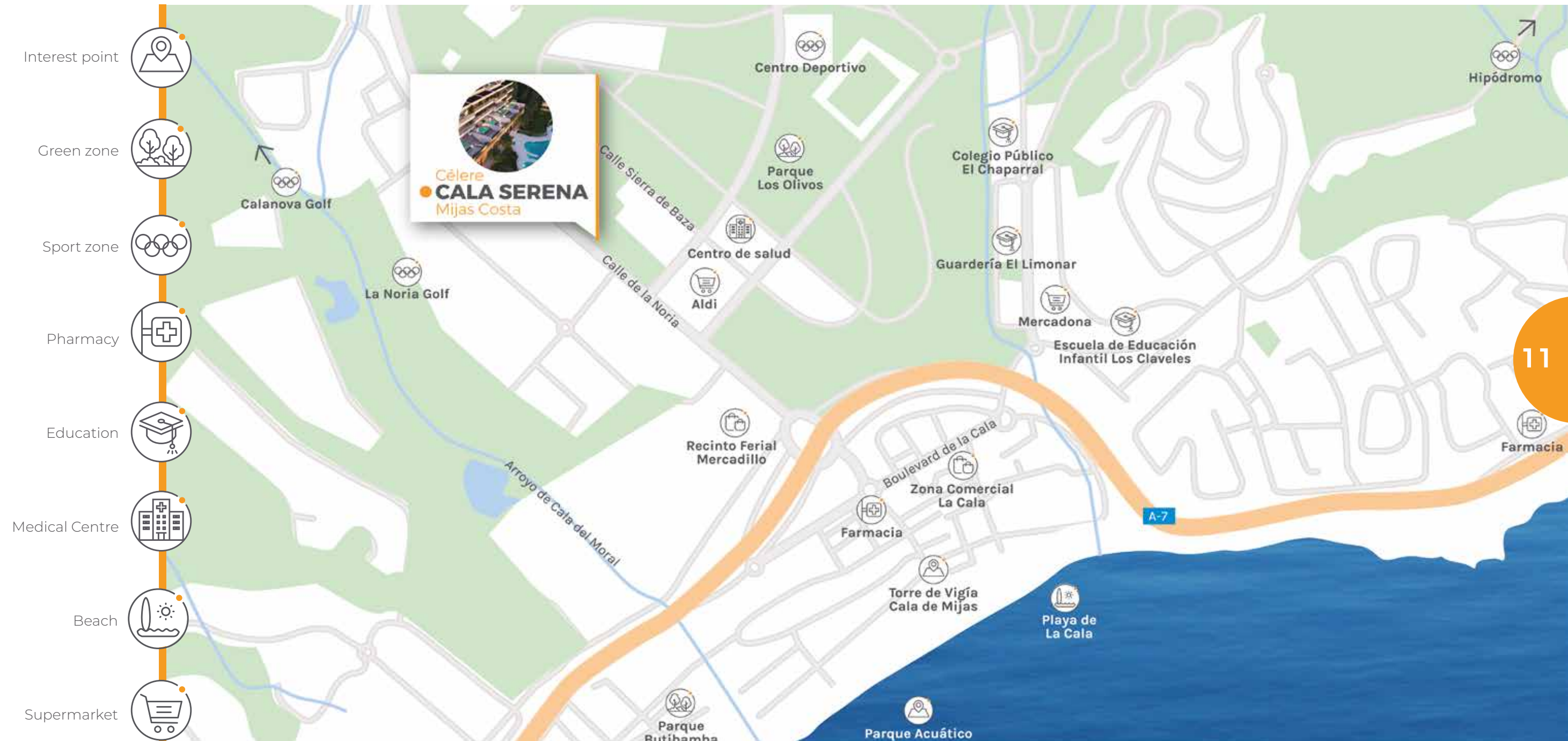
LOCATION

Célere Cala Serena lies in a privileged setting that will allow you to enjoy all the attractions of the Cala de Mijas on foot: strolling along the beach and visiting its beach bars, supermarkets, banks, golf courses, restaurants, and so on. This is just one of the many charms of this unique spot.

The Calle de la Noria, where Célere Cala Serena is situated, is the main artery of this locality and also the most exclusive location thanks to the quality of its new buildings.

The Cala de Mijas enjoys a strategic position on the Costa del Sol, which will enable you to travel quickly to all the local points of interest, reaching the beaches of Cabo Pino or Playa Marina in less than 5 minutes and the commercial area of La Cañada or the Miramar Shopping Centre in less than 10.

And less than 20 minutes away you have the airport, Puerto Banús, Marbella Pueblo and over 30 golf courses.





P R O J E C T

Célere Cala Serena is an unique complex of homes designed for everyday enjoyment in a privileged setting, with large exterior spaces and enormous quantities of sunlight for family recreation, and with the highest levels of comfort in every home.

The residential complex is composed of 93 homes from 2 to 4 bedrooms, with spacious terraces, parking places and storerooms. Many of the homes have sea views.

We have ensured maximum comfort and convenience, down to the last detail, in an excellent balance with energy efficiency and sustainability.

Enjoy your new home in Célere Cala Serena with qualities that meet all your expectations. Homes with the finest finishes and excellent shared zones to offer you all the comfort you deserve.

You can always have confidence in the highest quality of your home, with materials selected to be long-lasting and to meet our strict quality controls.

Avant-garde design, quality and special attention to space and light are aspects that make Célere Cala Serena an extraordinary promotion in the province of Málaga overlooking the Alborán Sea (Mediterranean Sea).

Enjoy the very best, without restrictions: now is the moment.



Garage



Storage room



SPA

There's no better way of relaxing than by taking some time to enjoy the spa located in the complex.



SWIMMING POOLS

The possibility of having fun and cooling down in the summer months in a pool just a few metres from your home is another of the powerful attractions of Cala Serena. With curved lines, conceived and designed for the enjoyment of all the family, and surrounded by extensive gardened zones, the pools include areas for children and adults and a jacuzzi. A space created for relaxation, with every detail carefully executed.



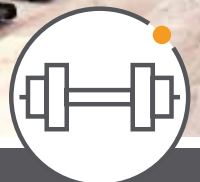
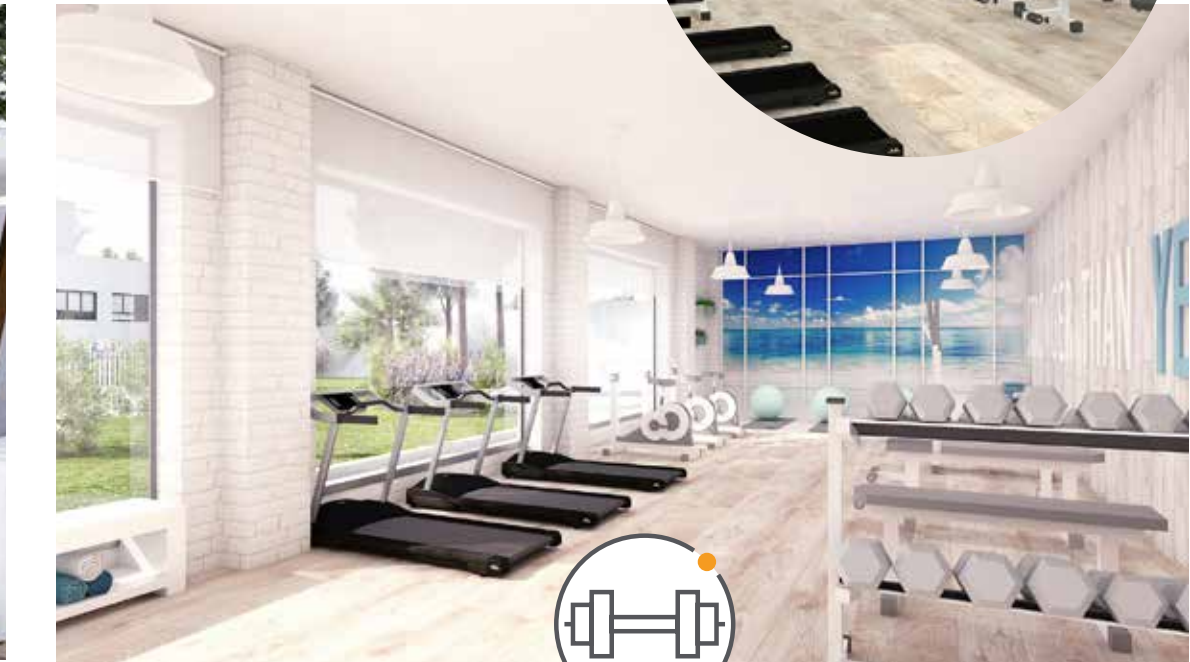
A SPACE TO ENJOY

The common zones undoubtedly offer great advantages that will make your life much more convenient and pleasurable. A unique place that you'll be able to enjoy with whoever you like.



SOCIAL-GOURMET ROOM WITH CHILL-OUT OUTDOOR AREA

The implementation of our "social-gourmet rooms" with chill-out outdoor area are details that make us different. Areas for holding informal meetings with family or friends and designed for disconnecting from everything in a space decorated with the latest trends, and with impressive fully-equipped kitchens.



GYM

A private space for doing exercise without leaving home. You'll have the use of a gym open 365 days a year for cardiovascular and strength training.

STANDARD PLAN
2 BEDROOMS

USEFUL FLOOR AREA OF HOME - 79,00m²

TABLE OF FLOOR AREAS

Entrance	3.30 m ²
Hall	5.25 m ²
Living/Dinning room - Kitchen	34.71 m ²
Laundry room	2.23 m ²
Main bedroom	13.22 m ²
Bedroom 1	13.26 m ²
Bathroom 1	4.08 m ²
Bathroom 2	3.34 m ²
Terrace	24.40 m ²

Useful area of the property	79.00 m ²
Useful area according to Andalusian Government Decree 218/2005	87.33 m ²
Useful area of the terrace:	24.00 m ²
Total area of home c.c.	110.00 m ²
Total area of home c.c. according to Andalusian Government Decree 218/2005:	120.55 m ²



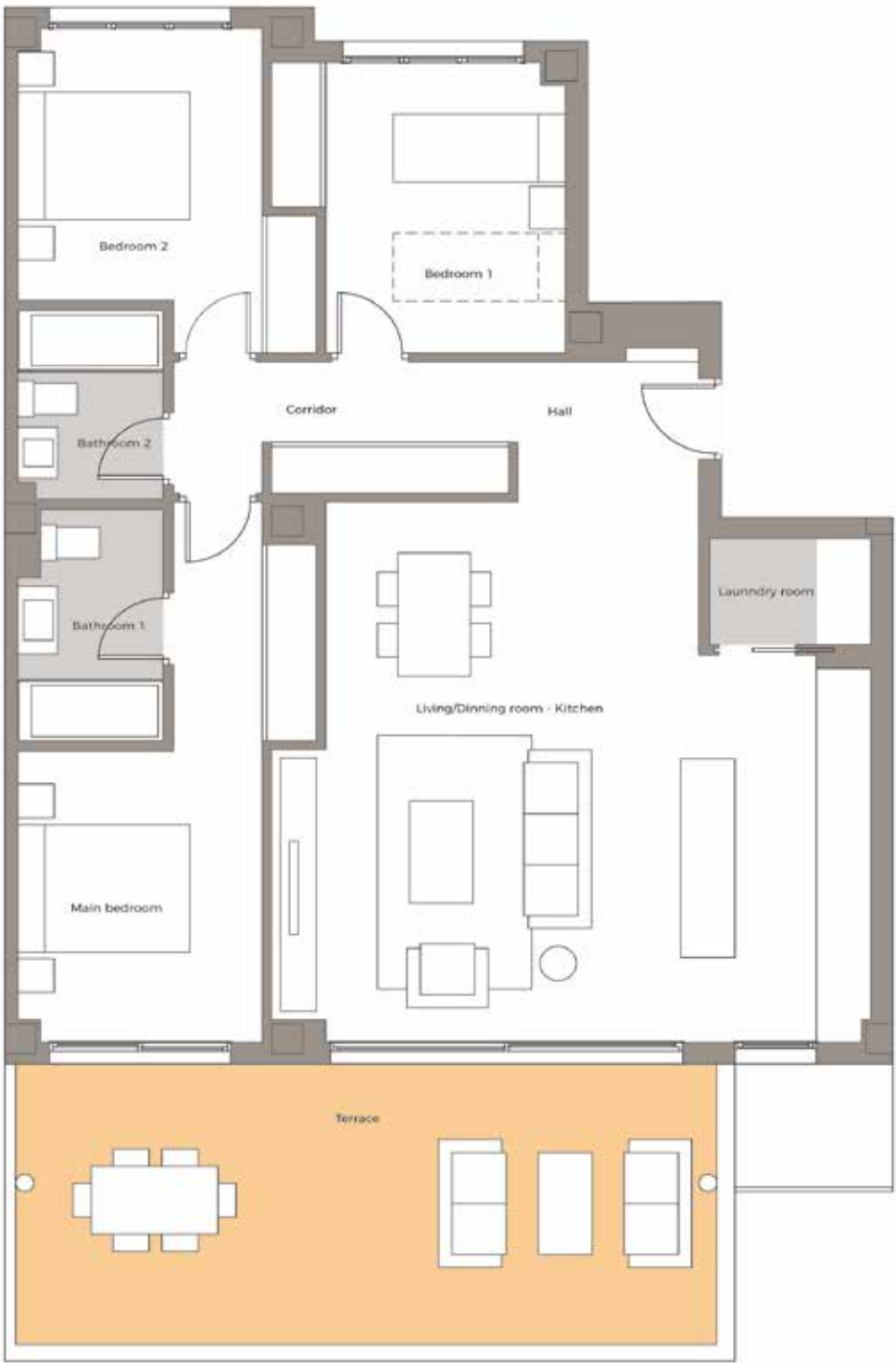
STANDARD PLAN
3 BEDROOMS

USEFUL FLOOR AREA OF HOME - 89,00m²

TABLE OF FLOOR AREAS

Entrance	3.30 m ²
Hall	5.78 m ²
Living/Dining room - Kitchen	36.68 m ²
Laundry room	2.22 m ²
Main bedroom	13.45 m ²
Bedroom 1	10.01 m ²
Bedroom 2	10.15 m ²
Bathroom 1	4.15 m ²
Bathroom 2	3.51 m ²
Terrace	25.57 m ²

Useful area of the property	89.00 m ²
Useful area according to Andalusian Government Decree 218/2005	98.18 m ²
Useful area of the terrace:	25.00 m ²
Total area of home c.c.:	123.00 m ²
Tota area of home c.c. according to Andalusian Government Decree 218/2005:	133.35 m ²



STANDARD PLAN
4 BEDROOMS

USEFUL FLOOR AREA OF HOME - 109,00m²

TABLE OF FLOOR AREAS

Entrance	5.17 m ²
Hall	4.27 m ²
Living/Dining Room - Kitch	41.43 m ²
Laundry room	3.01 m ²
Main Bedroom	14.88 m ²
Bedroom 1	10.30 m ²
Bedroom 2	10.10 m ²
Bedroom 3	9.88 m ²
Bathroom 1	4.08 m ²
Bathroom 2	3.22 m ²
Bathroom 3	2.73 m ²
Terrace	28.87 m ²

Useful area of the property	109.00 m ²
Useful area according to Andalusian Government Decree 218/2005:	119.98 m ²
Useful area of the terrace:	28.00 m ²
Total area of home c.c.:	149.00 m ²
Total area of home c.c. according to Andalusian Government Decree 218/2005:	162.47 m ²





ENERGY RATING



Vía Célere creates spaces that adapt to your needs. We create buildings of low energy consumption, highly insulated and weatherproofed.

We build homes with latest-generation technology, developed for comfortable everyday use.

This classification signifies an estimated energy saving of 89% and therefore an important economic saving, taking as reference a home with energy efficiency classification "F".

The building has a "B" Energy Efficiency Classification, which means a reduction of CO₂ emissions and a significant reduction of the building's energy demand (heating, cooling and sanitary hot water).

The estimated saving, adding the annual energy cost of gas and electricity, could be up to €780.*



Discover more at: viacelere.com/innovacion | celereinnova.es

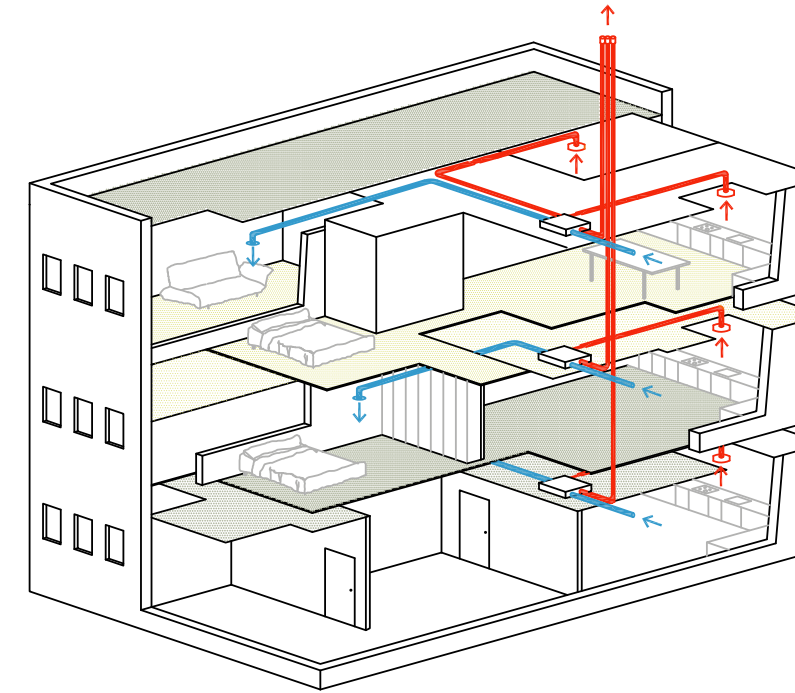
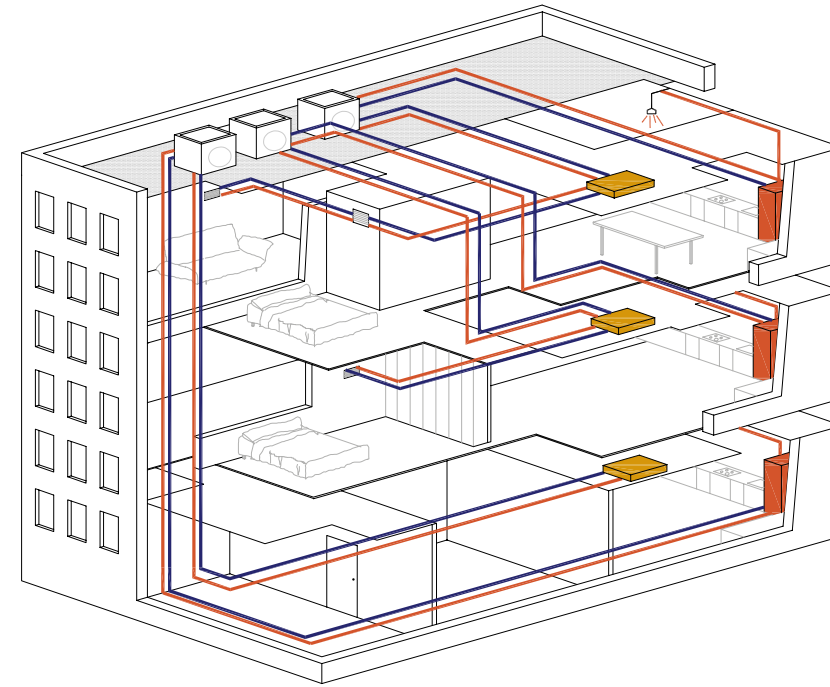


*Estimated calculation of energy saving for a typical home with a net surface area of 95 m² and a B rating compared to a benchmark home with an F rating, pursuant to 'Calificación de la eficiencia energética de los edificios' (Rating Energy Efficiency for Buildings) published by the IDAE and the Spanish Ministry for Industry, Energy and Tourism in November 2015 and additional legislation that complements this and/or may replace it. ** Minimum saving guaranteed as regards consumption of clean hot water for the entire building, considering its location and the minimum occupation values pursuant to prevailing applicable legislation.

Aerothermal energy for heating, cooling and sanitary hot water

The homes have a system with an individual-production aerothermal heat pump to meet the demand for heating, cooling and sanitary hot water (SHW).

- It is a clean, renewable energy, producing 25% fewer CO₂ emissions than a natural gas powered system, and 50% fewer than a diesel oil system.
- Very high performance due to being capable of extracting up to 75% of its energy from the air and only 25% from electricity. Economic savings in energy bills in comparison with conventional systems (gas, electricity).
- Economic savings due to not having a gas supply.
- Reduction of maintenance costs due to having a single unit for the production of energy for heating, cooling and SHW.



Double-flow ventilation of homes with heat recovery

- Controlled ventilation of the home, making it unnecessary to open windows.
- Continuous ventilation of the home by means of conducted extraction from bathrooms and kitchen and conducted impulsion from bedrooms and living room.
- Recovery of heat from the extracted air.
- Introduction of pre-heated and filtered exterior air in winter and free-cooling in summer.
- Improvement of acoustic insulation in the home, as it is not necessary to keep windows open for correct ventilation.
- Prevents the accumulation of odours and toxic gases and the appearance of mould and condensation inside the home.
- Prevents irritating draughts inside the home.



célere **lifestyle**

Living in a Vía Célere home means living your own lifestyle. What differentiates us is the manner of conceiving our homes and all the services we place at our customers' disposal.

Consultant Sale

The change of economic scenario forces us to make a reflection on a different perspective of the sales model.

In the information age, in which with a single click we have a vast range of options without leaving home, it is essential to differentiate yourself and return to the model of personalised sale, in which the commercial agent plays a role of advisor and not of seller.

The most important factor is to LISTEN to the customer, to know their circumstances and detect the true requirements they express, in order to offer a product that meets their expectations.

Célere Wish

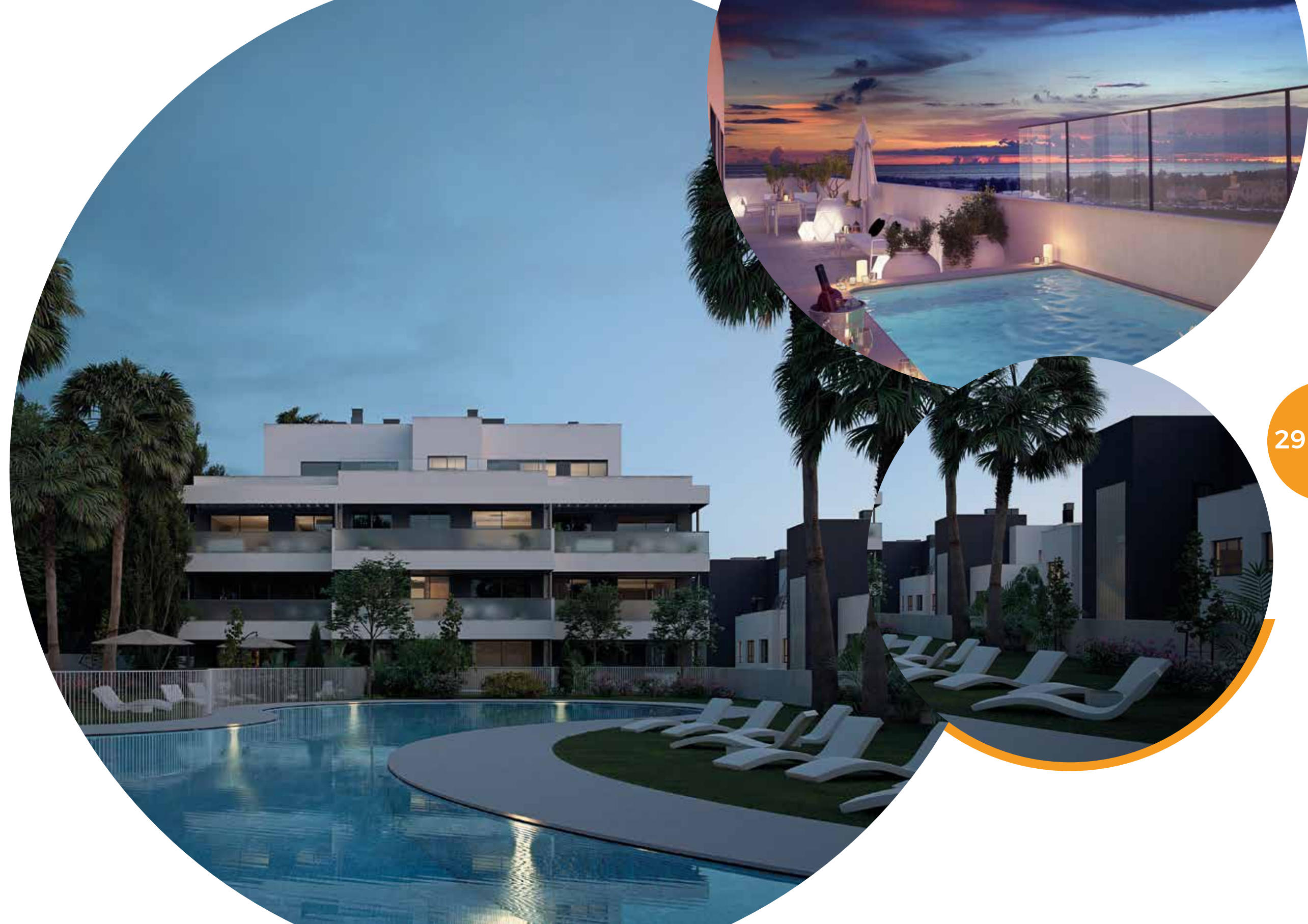
Look for new ways of making our clients' lives more comfortable and simple in one of our fundamental objectives. From this philosophy arises Célere Wish: Sharing desires. A new function that, together with Amazon, will enable you to control elements of your home as well as the reservation of common areas by using your voice.

This will be possible thanks to the incorporation of a Smart Home kit, which comprises an Amazon Echo Dot speaker, as well as other devices such as intelligent light bulbs and sockets.

Spotify

Getting close to our customers and knowing their requirements forms part of our mission.

At Vía Célere we want to continue to offer you music that will accompany you and enliven all the moments of your life here. This is where your story begins, and we want to provide its soundtrack. Are you ready? Follow us in Spotify!



Personalize

Our customers are the most important for us, and we know that no two customers are alike. For this reason, we want to respond by offering a Personalization Programme*, with various options to be selected on the basis of individual tastes and requirements.

A whole world of possibilities and proposals which make it possible to design a setting with which every customer will feel fully identified from the very first day, choosing from the different materials, colours and textures we offer for walls, floors, wardrobes and kitchen.

*The execution periods are subject to the works periods.

Interior design

We place at our customers' disposal an expert interior designer to make their home the space of their life: a unique place for enjoying unforgettable moments and creating unique memories.

By means of this service, at no additional cost, you can consult our decorator, who will contribute all his vision and experience based on the latest trends.

Oficina Experiencial

Visiting our offices is an unparalleled experience. We want our future customers to see how their future home will be by way of sensorial experiences far removed from the traditional model of off-plan sales. In brief, arousing emotions and feelings through the senses.

Living Room



Bedroom 3



Main Bedroom



Terrace

Living room



Study



Main Bedroom



Terrace



célere app

Vía Célere offers you a different way of viewing your future home. Enjoy contemplating the outside of the building, its common areas and surroundings from any angle; you can also have an interactive visit inside our properties to see its specifications in detail.

With our configurator CUSTOMIZE you can see how the available finishes and materials look, choosing different options and getting to know their performance so that the Vía Célere personalisation team can adapt the property to the purchasers' tastes.

Live the Vía Célere experience.

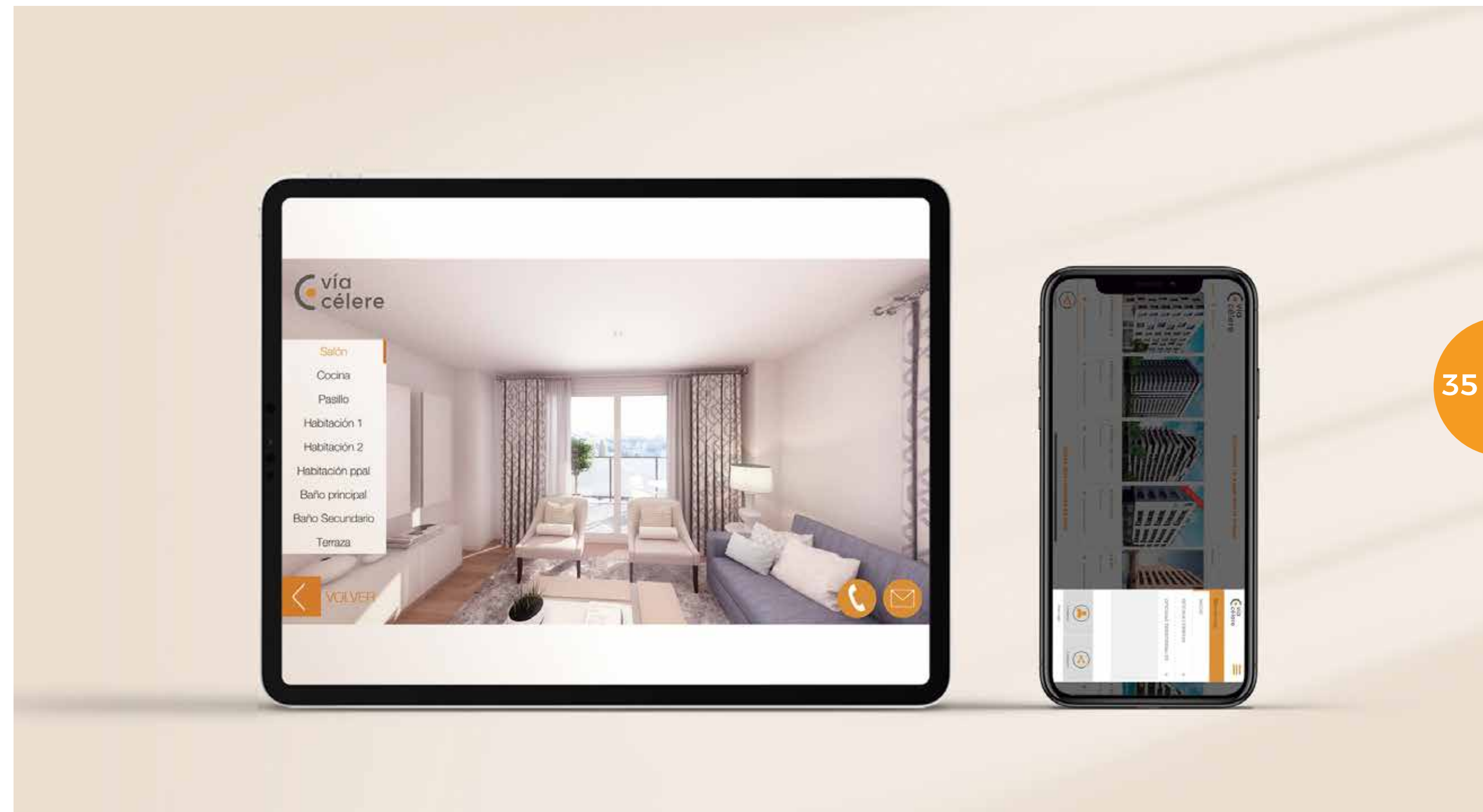
There are two ways to download the app in stores:

1- Search in the store for the keyword “Vía Célere”.

2- Scan the following QR code:



Also enjoy the experience in the information for each development on the Vía Célere website.





célere **compromiso**

At Vía Célere we believe that social responsibility has to play a leading role in the real estate sector and bethe instrument that channels the sector's commitment to transparency, excellence and sustainability.

We understand social responsibility as a strategy that is integrated into our company, that enables us to become a motor of change and to generate value for all our groups of interest and for society in general.

We base this strategy on our commitmentto innovation to promote a more sustainable philosophy of construction, embracing those social priorities related with building and serving as a model of ethics and good governance within the sector.

Our activities are oriented to progressing inthe achievement of the Goals of Sustainable Development, so that we can collaborate with other organisations, promoting projects and initiatives that respond to current social issues and the expectations of future generations.

Discover more at: viacelere.com/compromiso

célere **cities**

The property sector is key to the development of cities. Célere Cities is our vision for the future of cities, contributing jointly with our stakeholders to the creation of urban environments that are eco-friendlier and more respectful of the social environment.



Together with UAM, we have created the Observatory for Environmental Sustainability of Residential Buildings, the first study of which has comprised the water footprint of residential building in Spain.

At Vía Célere, we undertake to refund a percentage of our blue water footprint each year to support social projects related with the improvement of water management.



Together with Ashoka, we promote “Future Cities”, a project to support young social entrepreneurs in the sustainability challenges that cities face these days.

Through a mentoring process with our employees, we make all our knowledge and experience available to these young people and their projects.



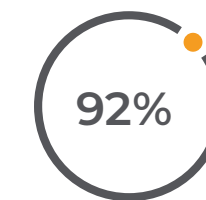
Discover more at: viacelere.com/celere-cities

YOUR OPINION MATTERS TO US

We want to know what you think about... yes that's right... us. You have just read that sentence and your brain took less than half a second to think about what we mean to you.

For us, you are everything, we worry about you from the moment we meet with a first "hello" in our sales offices, over the phone or even on our social networks, and we accompany you in one of the most special moments of your life, such as finding the house where you will make your home.

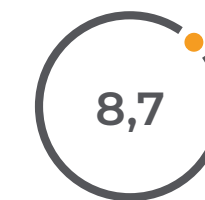
We are always available to help you because we know you are what brings life to our houses.



Would recommend us



For level of satisfaction



For service received

★ we need
your stars

It is said that the stars shine so that one day everyone can find theirs, we have found you. Will you help us get ours? We want to continue shining and we will only achieve it if you rate us.

Leave us your stars
on Google My Business



♥ click
like

Enter our social networks and rate us, it is very important for us to know what you think about Via Célere to be able to improve whatever we can and to provide you with the best service possible.

Enter directly or through the QR code on this page.



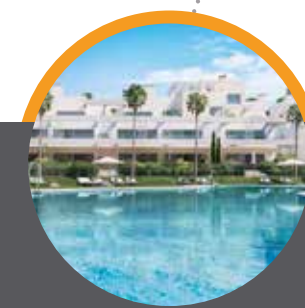
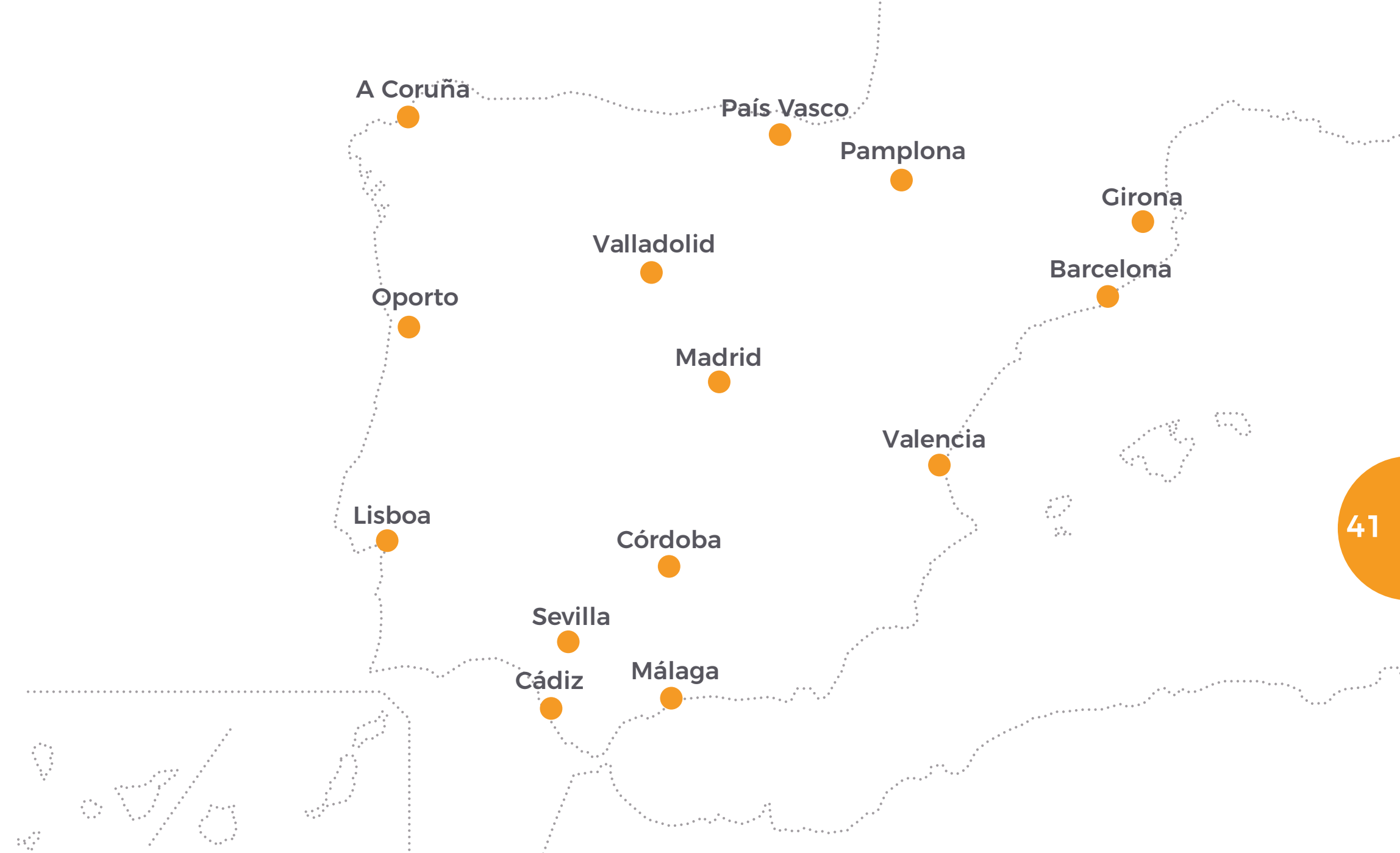
WHO WE ARE

Vía Célere is a real estate company specialising in the development, investment and management of residential properties.

Thanks to its innovative business model and team of professionals, Vía Célere is now one of the leading companies in the new real estate cycle and environment.

Since its foundation in 2007, Vía Célere has already delivered over 5,000 properties, demonstrating sound experience in the start-up, development and delivery of high quality residential developments throughout Spain.

The company is committed to innovation and sustainability as the fundamental pillars of its projects, whilst showing its permanent commitment to the satisfaction of its clients, shareholders and with the professional development of its more than 450 employees.



Célere
CALA SERENA
Mijas Costa



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vía
célere

Legal disclaimer: The information shown below has been drawn up from the design project for the building and may undergo changes due to technical requirements, adapting to the implementation project in all cases. The surface areas are approximate and the location of bathroom fittings, wiring and units, where included, does not necessarily match the pictures. Check at point of sale. All information listed in Spanish Royal Decree 515/89, of 21 April, and in regional regulations is available at our offices.